

CHAPTER I

INTRODUCTION

A. Research Background

As social being, people have to communicate each other to fulfill their own needs. People can interact one to another in society using language. They also communicate by language to get more information and express their ideas, thoughts and feelings. Therefore, language will never be separated from society as language has close relation to society. The relationship between language and society is discussed in Sociolinguistics. Sociolinguistics is the study of the ways people use language in social interaction of all kinds.

The relationship between language and society will make a person understand the importance of having the knowledge about the society in which the conversation between the speakers happens. One of the ways to know the society is the understanding of the social structure of the society. Thus, a speaker should be aware of the social structure when the speaker wants to communicate with the society.

Besides, a speaker should understand ethnography of communication by having communicative competence. The communicative competence can be learned through the learning of the basics concepts of communication. They include ways of speaking, speech community, speech situation, speech event, speech act within conversation, and component of speech; for example, people

will use different expressions in different situations. This phenomenon will also occur when a speaker has to perform a refusal.

A refusal is a speech act performed directly or indirectly when a speaker does not intend to accept an action. The action that the speaker refuses may be an offer, an invitation, a request, or a suggestion. There are many ways to express refusals that can be used to avoid offending a person. According to Beebe, Takahashi and Uliss-Weltz (1990), the refusal expression is classified into three types as follows: 1). Direct refusal, 2). Indirect refusal, 3). Adjunct to refusal.

In response to requests, invitations, offers, and suggestions, acceptance or agreement is usually preferred while refusing or rejecting is not. Refusals and rejections mean disapproval of the interlocutor's idea and therefore, a threat to the interlocutor's face or it can be said that refusal is a face-threatening act to the requester because it contradicts his own expectation and is often realized through indirect strategies (Chen, 1996).

In order to maintain social interaction, being polite is one of rules in doing conversation with other people. Politeness in doing a social interaction is an example of the application of good manners or etiquette. In fact, politeness in communication is necessary in order to create a comfortable interaction. For example someone with good attitude in speech would be easier to get the attention and respect from the society. Therefore, most people will behave as well as possible in hopes of getting their face in their community. Face means

public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996:60).

The utterances performed by the speaker can be wrongly interpreted and also speakers can say one thing and mean another. The speaker must achieve success in delivering the intention of his utterance. Therefore, the participants of the conversation need to consider the context in which a particular speech act is conveyed. A speech act can occur within various social contexts.

The politeness strategies are based on Goffman's aspect of face (1967) which claims that self-image is an important element within human interaction. According to Brown and Levinson (1987:65) certain kinds of face can be illustrated as four different linguistic strategies that are used to decrease the different degrees of face-threatening acts (FTAs), they are Bald on-record, Positive Politeness, Negative Politeness, Off-record.

Brown and Levinson (1987) define politeness as maintaining hearer's face, that is, being unimposed on and approved of in certain respects. There are two kinds of politeness, positive politeness and negative politeness. Positive politeness leads to the expression of solidarity or friendliness toward other, while negative politeness pays people respect and avoids intruding on them, or threatening their face.

The following are related researches on refusal expression and politeness strategy in some thesis. The first research of Wibowo (2014) entitled *The Analysis of Refusal Expression in the Film Entitled 50/50* (A Pragmatic

Approach). This research not only tries to differentiate the refusal expression from direct, indirect and adjunct to refusal, but it also analyzed the politeness strategy used by the characters while uttering refusal.

Another study with a pragmatic approach has been done by Pramiardhani (2010) entitled *An Analysis of Positive Politeness Strategy Employed by The Characters in the Movie Entitled Big Fish*. Based on the research, it can be concluded that positive politeness strategy is redirected to the hearer's positive face. People try to increase familiarity, narrow the power gap, and use more informal language, usually seen in groups of friend, or where people in the given social situation know each other fairly well. It tries to minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA).

Based on the review above, the researcher is interested in analyzing the refusal expression in the film entitled *Rise of the Guardians*. The film is chosen because there are many refusal expression employed by the characters and also they can be analyzed in relation to politeness strategy. Thus, the researcher wants to conduct a research entitled **POLITENESS STRATEGIES OF REFUSALS IN THE MOVIE ENTITLED RISE OF THE GUARDIANS.**

B. Research Questions

Based on the research background above, the problems will be discussed in the research are as follow:

1. What strategies do the characters use to extend politeness in employing refusal expression?
2. What are the factors influencing the use of politeness strategies by the characters in employing refusal expression?

C. Research Objectives

The research is expected to answer the problems above, namely:

1. To observe the politeness strategies used by the characters in employing refusal expression.
2. To find out the factors influencing the use of politeness strategies by the characters in employing refusal expression.

D. Research Significance

This research is expected to give a description about the realization of the used of refusal expressions and further information about the varieties of politeness strategies which is employed by the characters in the story. It contains the context of situation when the strategy employed and what factors are influenced the characters using politeness strategies in the dialogue. The detail description about the context of situation in the story will be helpful for

the readers to understand how refusal expressions employed by the characters in the movie.

E. Research Limitations

Since there are four politeness strategies proposed by Brown and Levinson, it is important for the researcher to limit the research. In this research the researcher will limit the analysis, it only focus in the use of refusal expression by the characters in the movie. This research also provides the description of the context of situation which is employed by the characters in using the strategy to refusal expression. The data are taken from the characters' utterances in the movie entitled "Rise of the Guardians" directed by Peter Ramsey.

F. Thesis Organizations

As a scientific writing, this research will be organized into five chapters and bibliography, as follows:

Chapter I is the Introduction. It consists of Research Background, Research Questions, Research Objectives, Research Significance, Research Limitations, and Thesis Organizations.

Chapter II is Literature Review. It discusses some theories which are used in solving the research questions. The theories are Pragmatics, Context, Social Dimension of Communication, Speech Acts, Direct and Indirect Speech

Acts, Refusal, Politeness Strategies, Theory of Film, and Synopsis of *Rise of the Guardians*.

Chapter III is Research Methodology. It consists of the Research Design, Data and Source of Data, Technique of Data Collection, Data Coding and Technique of Analyzing Data.

Chapter IV is Analysis and Discussions. In this chapter the researcher processes the data by classifying, describing and analyzing the data.

Chapter V consists of Conclusion and Suggestion. In this chapter, the researcher concludes the result of the analysis and gives suggestions.